



The above graph compares **per capita** sales tax generated from targeted retail categories against countywide averages. A **retail surplus** suggests the community is capturing its local market for that category of goods plus attracting shoppers from outside the jurisdiction. A **retail gap** suggests the possibility that residents may have a greater demand for products in the specific category than is being satisfied by local businesses. The information is provided only as a **starting point** in identifying potential sources of sales tax loss and should not automatically be interpreted as an expansion or leveraging opportunity without more detailed analysis and assessment.

# CITY OF CHULA VISTA

## PER CAPITA SALES TAX SURPLUS/GAP COMPARISON - FISCAL YEAR 2013-14

Retail Category	Per Cap Sales Capture (+) or Gap (-)	Sales Tax Deviation	Typical Sales Per Sq Ft by Retail Type	Approx Sq Ft to Close Gap
Discount Dept Stores	\$1,019	\$2,610,517	\$475	n/a
Electronics/Appliance Stores	159	408,490	500	n/a
Department Stores	68	173,662	175	n/a
Grocery Stores Beer/Wine	5	11,526	175	n/a
General Merchandise	(5)	(13,089)	100	13,000
Photographic Equipment	(6)	(15,471)	Insufficient data	Insufficient data
Paint/Glass/Wallpaper	(7)	(18,775)	250	8,000
Hardware Stores	(8)	(20,133)	225	9,000
Stationery/Book Stores	(9)	(24,205)	200	12,000
Music Stores	(13)	(34,195)	200	17,000
Men's Apparel	(15)	(38,856)	225	17,000
Variety Stores	(17)	(42,442)	100	42,000
Florist Shops	(19)	(48,154)	150	32,000
Package Liquor Stores	(23)	(60,116)	Insufficient data	Insufficient data
Shoe Stores	(27)	(68,415)	200	34,000
Specialty Stores	(29)	(74,639)	175	43,000
Drug Stores	(29)	(74,741)	350	21,000
Fast-Casual Restaurants	(29)	(75,510)	650	12,000
Art/Gift/Novelty Stores	(34)	(86,165)	150	57,000
Sporting Goods/Bike Stores	(48)	(122,998)	225	55,000
Quick-Service Restaurants	(53)	(135,702)	650	21,000
Jewelry Stores	(58)	(148,919)	500	30,000
Office Supplies/Furniture	(81)	(208,113)	225	92,000
Women's Apparel	(82)	(209,470)	375	56,000
Home Furnishings	(82)	(209,983)	175	120,000
Family Apparel	(96)	(246,354)	375	66,000
Grocery Stores Liquor	(104)	(267,358)	110	243,000
Lumber/Building Materials	(193)	(495,168)	300	165,000
Service Stations	(194)	(497,857)	n/a	n/a
Fine Dining	(215)	(550,366)	575	96,000
Casual Dining	(229)	(586,533)	575	102,000

Average sales per square foot are based on HdL's overview of average statewide chain store sales. The square footage needed to close the gap is only on approximation and specific demand will vary with regional and local market conditions and individual retailers.